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THE STORAGRAM



KAUFMANN'S
FIFTH AVENUE PITTSBURGH

The Cover Design
PITTSBURGH'S MOUNTING SKY LINE
was drawn for the Storagram by Ferdinand Sesti

THE STORAGRAM

*Published bi-monthly by and for the Fellow-workers of Kaufmann's,
Printed and bound in our own printing shop.*

VOL. X

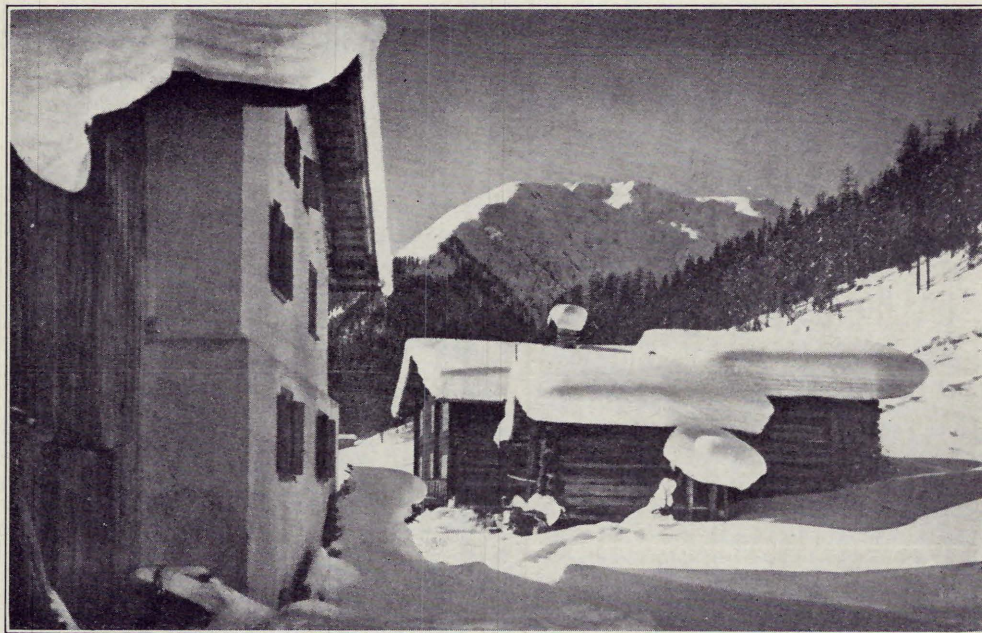
PITTSBURGH, PA., JANUARY—FEBRUARY, 1929

NO. 2

THE STORY OF OUR IMPORT OFFICE

A beautiful frock, in a delicious smart, new shade, selected at one of the famous couture houses in the Rue de la Paix . . . Or perhaps a finely tailored tweed suit from an exclusive English firm . . . or, an exquisitely moulded piece of artware from the Middle Countries . . . all available at Kaufmann's, can be acquired by our customers by the simple procedure of buying, and saying, "Just send this home, please."

But the store itself must go through a considerably more complicated process to afford our customers this facile service, and what this process consists of is the real story of our Import Office. Following through merchandise in the foreign lands from the time the merchandise is bought to the time it is actually placed before our customers in the various departments is the function of the import office. Really though, the Import Department starts to



A Typical Swiss Cottage Visited by Our Buyers In Quest of Hand-made Laces for Our Clientele

function even before the order is placed, as the sailing accommodations and the expenses advanced to the buyers are secured through this office.

Where can one find this important office? It is tucked in, on the Tenth Floor, between the Accounts Payable and the Order Department, and bravely faces foreign invoices, the decisions of the U. S. Government Customs Appraiser, and other details in daily duties unlike any other office on the floor.

A brief resumé of the steps concerned in securing merchandise in foreign countries after it is bought by a Kaufmann buyer, shows that the Import Department supervises the routing of shipments from

the time the merchandise leaves the factory in the inland towns and follows it to the seaport where it is placed on the steamer by our forwarders.

Arriving at the various seaports our representatives take care of the issuance of the Internal transportation entry, which allows the merchandise to come forward in bond to Pittsburgh. Here in Pittsburgh, the Import Office has in the meantime received invoices and bills of lading which tell them what merchandise is being forwarded and the steamer on which it is arriving. From these details the shipments are insured against perils of the sea, fire, theft and breakage.

Upon receipt of the invoices in the Import Office



FRANCES RAFAEL, SADIE WEIR, RUTH WOLK, JOHN CAIN, ALEX SIMONS, (manager), ROBERT HAGT

these are checked against the orders, and afterwards dissected and classified according to the various rates of duty that must be paid, based, of course, on the U. S. Tariff Law. This information is made up by the Import Office in the form of a Customs entry which is presented, together with a check for the duty, to the local office of the Collector of Customs.

After these duties are approved and the merchandise is examined by the Customs Appraiser, the shipment is released from Customs custody and the merchandise is really in our possession. Up to this point the shipment is in bond and actually under government control.

One of the most important helps the Import Office renders the buyer is the calculating of the actual landed cost in American money of every individual item bought in the various countries.

Bought in francs or marks, or other foreign currency, this must be reduced to the United States equivalent. To this amount is added the duty, freight and other expenses.

The Import Office also has an important function in the compilation of all statistics relating to imported shipments. One can see, therefore, that a day's routine which includes all of these details must necessarily be a varied and busy one.

Introducing . . .

OLIVER M. KAUFMANN, JR.

The Storamgram modestly claims the distinction of giving this future merchant his first write-up! Mr. Oliver M. Kaufmann became Oliver M. Kaufmann, Sr. on February 14th. Through the Storamgram all members of the store family wish to extend to Mr. and Mrs. Kaufmann their congratulations upon receiving this loveliest of Valentines.



A Native Swiss Girl Making Appenzell Lace

WINTER TREES



Like hands with overflowing gold,
The spendthrift trees
Have flung a wreath to every asking breeze,
Not seeking to withhold.
And now, their treasures gone,
They do not grieve,

But stretch their empty fingers
To receive
The new, white beauty
That the sky will bring;
While deep within their silence
Laughs the life of Spring.

—Christine Frederiksen.
Reprinted from THE NAUTILUS

SNOWFALL

At noon the elfin flakes began to fall.
The air was intricate with such a flight
Of unsubstantial bloom as left on all
The earth a lovely petaling of light.

A wide swift radiance dazzled earth and air;
There was no rich disguise, no gold to mar
The hushed and heaping whiteness anywhere
Till all the city was a silver star.

—MARJORIE MEEKER

MARKING AND RECEIVING ROOM STAFF



First Row—MICHAEL HURLEY, ANNA MEEHAN, NETTIE MAR, IDA NEAL, CLARNECE H. REIZENSTEIN (*Manager*),
MARY HEIN, MARY URBAN, BETTY GESSAY, BENJAMIN COHEN
Second Row—EDGAR GRIGSBY, FRANK McALENY, JOHN DROZCHAK, WILLIAM STUART, MORRIS WESOKY, KENNETH
HERISKO, WILLIAM GOLDBERG, WILLIAM DILL, BENJAMIN HARRIS, PETER RUFFALO.
Third Row—PATRICK CARLIN, MICHAEL TASZ, WILLIAM LAW, VINCENT STULC, NICHOLAS SUSKO, SAMUEL MOSCOVITZ,
PAUL MORGENSTERN, JOHN MEISER, MICHAEL OLANDCHAK, JEROME REMARK, TIMOTHY WALSH.

It would take a whole issue of the Stogram to tell the complete story of the work done by the people whose pictures are shown on this page and the next. These are the people who get the first look at the thousands of new things that keep pouring into this store every working day of the year. Broadly speaking, the work of the Marking and Receiving Department is divided into four divisions:—unpacking, checking, marking and sending to stock rooms or selling departments. The workers in these various divisions are all specialists in their line.

Unpacking may sound like a job for muscle and brawn, but it is much more than that. The crew of men who unpack the merchandise as it comes from manufacturer or distributor are skilled, indeed, in the quick work of opening boxes and bales—but they are likewise skilled in observing merchandise, and they are also required to make accurate clerical records for every package they open. They note the condition of the containers; no container can be accepted if it has been tampered with or damaged in transit. They must observe the condition and kind of merchandise. They must be scrupulously accurate in their report of the merchandise which they are the first to handle in the store, and they must be good writers, for they make the first written record of goods received.

The girls who do the checking must likewise be keen and quick in their count of the items received. They check the contents of the package against the buyers' order blanks. They too check the condition of the merchandise. Each girl in this division has her own group of departments, so each one is in a position to learn much about merchandise. In fact, this is an excellent place for beginners to learn the first steps in merchandising. Girls who handle hosiery, for instance, or yard goods, or bags—or any item of merchandise, soon come to know its values and its various qualities.

One girl does all the printing of tickets. Another group of girls are the markers, attaching the tickets to every item of mer-

chandise received. There are standard practices in the placing of price tickets and this is an important matter. These girls work accurately and with speed. Salespeople know how important it is to have the "price tag" placed conveniently and in such a way that the merchandise is not injured.

Then come the busy "stock boys"—that important crew who are always working at top speed to get the merchandise into the stock rooms or to the selling departments just as soon as it has been marked. Speed is perhaps their outstanding qualification—but that is not all. These boys have to be faultless "housekeepers." They have to be systematic and orderly to the last degree, for it is their responsibility to keep their stock rooms in such perfect order that they can locate any item on an instant's notice when a hurried call comes from the selling department. Salespeople know how relieved they are when a cheerful, efficient stock boy hustles down with an article for which a customer is waiting. If the stock boy is unable to locate the stock, or if he delays in its delivery, the customer may become impatient and a sale may be lost. So, the efficient stock boys fill an important place in our organization. They, too, are in a position to learn much about merchandise.

Mr. Reizenstein, like a general, keeps all these divisions of the Marking and Receiving Room co-ordinated and in full operation all the time. The system of a great store like ours is not unlike a perfect machine, where part is so perfectly attuned to part that the whole works in perfect harmony and goes forward smoothly.

Upon the entire crew of the Marking and Receiving Room we are all dependent for the first step in getting Kaufmann's great stocks of new merchandise to our selling departments. There is a great fund of merchandise information stored in the heads of those fellow workers up on the twelfth floor—and among them there are doubtless future buyers and department managers!

BUSY CREW OF TWELFTH FLOOR



First Row—OTTO EICH, SAMUEL BERNSTEIN, ADOLPH BOTULA, HARRY KALSON, ANDREW MOESLEIN, JOHN FALINE, REINHARDT GIMBEL, WILLIAM COULTER, EDWARD LACHEN, FRANK BISHOP.
Second Row—DORIS FLYNN, MARGARET WALTERS, HILDA KUNKEL, MERCEDES CROWLEY, ADELAIDE GIBSON, ANNA DANIHER, LILLIAN STONE, CLARA FELDNER, LILLIAN LAFFERTY, MARY ELK.
Third Row—CLARENCE H. REIZENSTEIN (*Manager*), DAVID SIMON, IRMA UFFELMAN, CATHERINE KELLY, MARIE FLYNN, HELEN MCCALL, CECILIA GREENE, VERA BOHAR, MARY CHAYWONSKI, ANNA MARISCO, CECILIA SALTSBURG, BESSIE DAWES, ANNA CONROY, LOUISE GREMMER, EDGAR GRIGSBY.
Fourth Row—JENNIE DURNING, MARGARET CRAIG, MARGARET MCSWIGGAN, KATHERINE POWERS, MINNIE GOLDMAN, MARY KOVACS, MARGARET MERCER, ETHEL ROSSER, ANNA MURRAY, MARIE MERVOS.



HOSIERY REPAIR STAFF

How many readers of the Storagram know that we have some of the finest needle-workers of our times up in the Hosiery Repair? While much of the repair work is done by electric machines, there still remains a great deal to be done by hand. The girls in the accompanying picture handle these delicate machines and their own needles with equal skill. The editor marveled at their skill in repairing the delicate fabric of fine silk hosiery. We wish that all our fellow workers might see the interesting operations involved in this Hosiery Repair Service. Shown in the picture are:

First Row—MARGARET SEISS, JOSEPHINE TEED, EDITH CONLEY
Second Row—BETTY BIALER, FLORENCE RUBINKOOSKI, LENA CONSTANTINO, MARY KRAHE
Third Row—THERESA FALVO, THERESA KRAFT, LEONELDA SHERIDAN

ELIMINATE THE "JUST OUT" EXPRESSION

That is, never make it possible for a customer to ask for a staple article and be met with "We are sorry, but are just out."

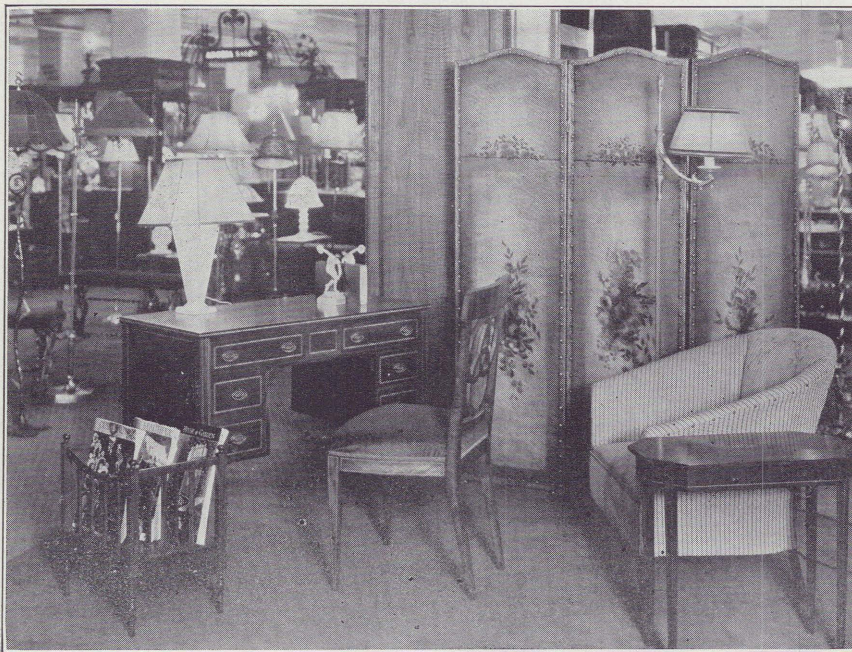
There is no excuse for any staple being out of stock if Want Slips are used daily and as desired by the management.

Take an interest in your own stock. Keep it complete. Take pride in having it reflect credit upon your ability as a stock-keeper.

I wish to express my thanks and appreciation to the employees of the Laundry Department and others from the thirteenth floor for the kind expression of sympathy and for visits paid me at the hospital throughout my recent illness.

C. J. CAMPBELL, Laundry Dept.

DO YOU DRAMATIZE YOUR DISPLAYS? —*Ensemble Displays are the Thing*



There was a time when merchandise was piled up in a store as it is in a warehouse. That was long ago, when store-keeping was in its infancy. Then came a period when merchants saw the need of putting some art and beauty into their displays. They bought expensive fixtures, and the interior of stores took on more interest and beauty and variety. But that, too, was long ago. We have taken another step forward in scientific store keeping. Now, wide awake departments are all busy "dramatizing their merchandise," setting up "ensemble displays."



It takes imagination and energy and an artistic appreciation of one's merchandise to make these interesting displays. But it pays! Ask the Drapery Department or the Furniture Department; ask Mr. Copeland, of the China Department, or Miss Fелgendreher, of the same department; or ask the girls of the Lamp Department. They will tell you it is a fact that customers are almost involuntarily attracted by set-ups, such as are pictured on this page—and that they buy merchandise when you make them see, by such set-ups, what it will actually look like in their homes. For instance—take the little display of wall paper, shown at the bottom of this page. The old way was to have shelves upon shelves of paper, displayed entirely without relation to any of the things that go with wall paper in a home. Mr. Goldstone's men selected a smart new pattern, then hunted up the harmonizing draperies, and added the correct chair and table, for "atmosphere" Presto! There is an inviting spot in the department, and it pulls like a magnet! Such ensemble displays—that is, displays which assemble related merchandise to set off the thing your department is selling, are appearing like spring flowers all over the store. Let us have more of them!

We all extend to our friend Miss Marie Maloney our heartfelt sympathy on the recent death of her beloved father.

THE STORAGRAM

Published Bi-monthly

ADELAIDE C. HUNTER, Editor

Associate Editors

MARIE A. MALONEY

JOSEPH M. MEYERS

Artists—FERDINAND SESTI AND
ISABEL SCHROCK

TWO DISTINGUISHED SPEAKERS ON MODERNISM

Kaufmann's has been a recognized leader in this community, in presenting and interpreting the modernist movement. Because the movement is so young, there are bound to be many unsuccessful attempts to create modern art. There is much bad design put out under the name of "modernism." Therefore Kaufmann's has earnestly sought to give to its store family and to its clientele a true interpretation of modern or contemporary art.

Mr. Richard Bach, of the Metropolitan Art Museum, New York, spoke to a large audience in the auditorium last month, on the subject of art in everyday life. He afterwards spoke to a group of merchandise managers on the same subject. Mr. Bach is a scholar who is deeply versed in traditional art as well as America's greatest authority on modernism. It was a privilege indeed to have him interpret modern art so convincingly.

Mr. Paul Frankl, author of a recent book on Modern Art, *New Dimensions*, and designer of furniture in the new or contemporary style, also spoke to a large audience in the Auditorium last month. He reminded us that the whole tendency today is toward simplicity—plain, unbroken surfaces. We like simple, straight lines in clothes. We like "stream line" cars. Modern art in home furnishing and in furniture seeks to give us just that kind of simplicity. Sincerity, simplicity and comfort are the key note of modern art. Our ideals of beauty have changed in architecture. We find inspiring beauty in the soaring sky scraper, just as the ancient Greeks found beauty in their pillared temples. Venus di Milo was once the ideal of feminine grace and beauty. Modern ways of life have actually changed the lines of the human figure and we admire another type of beauty today. So modern ways of living call forth another type of home furnishing, different from the styles of past periods. No, modern art, according to Mr. Bach and Mr. Frankl, must not be freakish. It does not aim to be different just for the sake of being different. It is different because it is purposely designed to suit modern rooms and present day ways of living.

IMAGINATION IN SELLING

Clever utilization of a piece of white wrapping paper was instrumental in clinching for a Paris hatter of the Place Vendome the sale of an opera hat to a well known New Yorker.

This gentleman, dressed in a black suit, brightened by a blue collar-attached shirt to which was affixed a four-in-hand black tie, on entering the shop, asked the proprietor to show him the best in opera hats. The piece de resistance was produced with the proper flourish.

The customer fixed it atop his head but somehow it didn't seem to look just right. He expressed his dissatisfaction, whereupon the hatter quickly grabbed a large piece of white wrapping paper, and hung it from his customer's chin, thus covering the tie, the suit and the shirt. This produced the desired effect, namely that of the white dinner shirt. The hat thus looked proper and the sale was clinched. The customer came away happy and satisfied. Quick wit and a sense of service saved the sale!

A CREED

I BELIEVE in humanity and the satisfaction that comes from serving others. I believe that the golden rule still works; that courtesy begets courtesy; that kindness and cheerfulness pay.

I BELIEVE in my house and in the policies which made it what it is today. And I shall do my part toward the perpetuation of those policies, in every way which lies within my power.

I BELIEVE in our advertising. I believe that it is an invitation to the public to visit our store, and that as such it promises the courtesy due a guest. I believe in the work our advertising does to help me in the business of selling and I believe in my responsibility toward the advertising.

I BELIEVE that loyalty to my store, my department and my chief is not only the best policy, but the only policy for anyone who aspires to success.

LASTLY, I BELIEVE IN MYSELF—in my ability to do my work intelligently and efficiently. And I believe that nothing but my own failure to do my best can stand in my way.

Education is the knowledge of things, applied to the problems of life.

God never imposes a duty without giving the time to do it.—*Ruskin*.

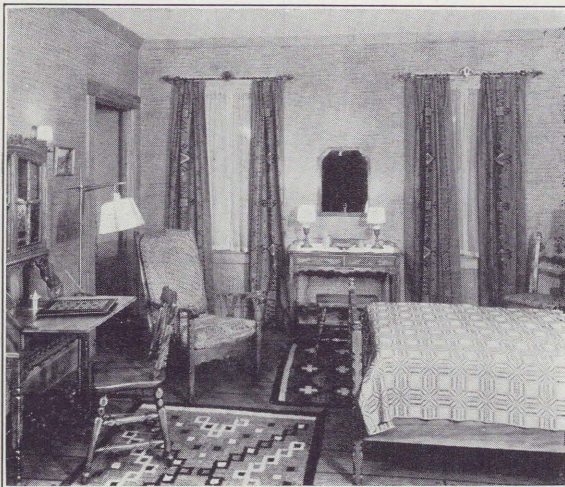
FREE LEGAL ADVICE

Mr. Amdur, attorney-at-law, is at the service of Kaufmann fellow workers who may be in need of legal advice. There is no charge for this service. You will find him in the conference room of Mr. O. M. Kaufmann's office every Wednesday and Saturday morning from nine until ten o'clock.

CHANGES IN PERSONNEL

PROMOTIONS

MRS. SARA DEBENEDICTIS, Buyer, Lamps.
 MRS. ELIZABETH LEPPER—Assistant and Sales, Ladies' Suits.
 MISS HELENA FITZSIMMONS—Personnel Director.
 MR. ALFRED WHITNEY—Assistant Buyer, Stationery.
 MISS HELEN HART—Director of Training.
 MISS GERTRUDE MARTIN, Assistant Buyer, Art Needlework.
 RAE BROIDA, Fashion Promotionist in Accessories Departments.
 MISS HANNAH MCCORKINDALE, Assistant Training Director.
 MISS MARY FLEISHER, Assistant Buyer in Sport-wear.
 MISS ADELAIDE HUNTER, Manager, Fashion Promotion Department.



The picture above shows a glimpse of the bedroom in the Swiss Chalet, on the eighth floor. All fellow workers are urged to visit the Swiss Chalet.

THE KAUFMANN PLEDGE

I Will, to the Very Best of My Ability, Try:

- To be a gentleman.
- To render 100 per cent service.
- To be courteous to customers and to fellow employees.
- To work willingly and cheerfully.
- To be pleasant and wear a smile.
- To be alert to anticipate the customers' desires and to surprise them with services and attentions they do not expect.
- To obey our rules because I realize that rules are necessary in a business organization.
- To interpret intelligently the policy of our organization.
- To practice headwork and heartwork because I know that these virtues are indispensable to success.
- To strengthen myself by study, observation and practice.
- To keep my temper.
- To avoid arguing with a customer.
- To make every customer satisfied and happy.

LEOPOLD BRAUN, Men's Clothing Dept.

NEW MEMBERS

MRS. DOROTHY FAULKNER, Fashion Promotionist in Furniture and Home Furnishing Departments. Mrs. Faulkner is a graduate of the New York School of Design and spent two years in Paris, studying art. She has been with interior decorating firms in New York and the middle west.

MRS. ROSE O'BRIEN, Buyer, Ladies' Gowns. Mrs. O'Brien was for many years a resident buyer in New York for San Francisco stores and has a wide acquaintance with the New York market. To this experience she added the unique experience of a year in Japan, where she managed a shop for the European clientele of an Oriental city.

MR. W. LINN MURRAY, Manager of the Drapery Work Room. Mr. Murray has spent a number of years in the drapery business, in various capacities, and brings to our Drapery Work Room a splendid ability and understanding of the work.

MISS NORMA BLAZER, Buyer of Stationery. Miss Blazer was for some years assistant buyer in the stationery department of one of the large department stores of the middle west.

AN INTERESTING LETTER

MR. J. HORNE,
 Pittsburgh, Pa.

My Dear Mr. Horne:

Judging from the letters we have received from the charitable institutions of Allegheny County, the success of The Press Orphan Fund campaign increases each year, and the one comment that has been made in practically all of these letters concerns the remarkably high quality and the excellent selection of toys distributed last month.

That is true is due very largely to the splendid service and the prompt and enthusiastic co-operation we received from you and Mr. Trainor. This assistance simplified the distribution problem to such an extent that we were able to send toys to 981 more children this year than last and to complete this phase of the work in two days less time than was required in 1927.

Consequently, we want to place in your hands and files this expression of appreciation and to thank you and Mr. Trainor most sincerely for the important part which you have played in this annual toy distribution of the Santa Pal Army.

Very truly,
 THE PITTSBURGH PRESS.

Miss Pilgrim and Miss Diebold are both back in Ladies' Coats after recent illnesses.

Mrs. Anna Coombs of the Ladies' Coat Department wishes to express through the Storagram, her appreciation of the kindness and sympathy of her fellow workers in the death of her sister.

PACKAGE COLLECTORS—*The Merchants of the Future*



First Row, left to right—JEROME FINNEGAN, J. J. THIERY, Supervisor, ARTHUR KNORR
 Second Row, left to right—THOMAS KING, MICHAEL PLATANIA, JACK KEHRER, EDWARD WATNER, FREDERICK STOWITZSKI,
 EDWARD HELLMAN
 Third Row, left to right—EMEL DUMAS, THOMAS McALLISTER, CHARLES BAXTER, EDWARD PRICE and EDWARD TEANEY

Mr. Jake Thiery is properly proud of this well groomed crew of Package Collectors. These boys are responsible for the first step in that important phase of our store service, Delivery. It takes system, good nature and quick intelligence to steer those package trucks through the traffic of busy selling floors and get packages safely on their way to

the chutes. Mr. Thiery will tell you with some pride that most of these boys are busy at some worth-while recreation or study after store hours. For instance, Ed Dumas, Ed Wagner, Charles Baxter and Fred Stowitzski go to night high school. Sam Vitelle is studying music and plays in a band. Seven of the boys play on basket ball teams; three are members of the store bowling league.

DIED—MISS GRACE LOGUE

It is with very deep sorrow that we announce the death of our beloved fellow worker, Miss Grace Logue. Miss Logue was a member of the Stand-By Club, having been a loyal member of the store

family for more than twenty years. Her associates in the Alteration Department miss her and will long continue to speak lovingly of her.

FATHER PITT, AIR MINDED, ANNOUNCES ORGANIZATION OF P. A. I. C.

The Pittsburgh Aviation Industries Corporation, a holding company with five subsidiaries, has been organized for the purpose of developing aviation, in all of its phases, along broad and constructive lines.

Mr. E. J. Kaufmann, who has consistently lent his support to the development of Aviation, is on the Board of Directors of P.A.I.C.

Nearly all of the large business interests of the Pittsburgh community are identified with P.A.I.C. It will be their policy, working through this corporation, to serve in an unselfish manner the broader development of the aviation industry, looking for the inevitable reward, through the indirect benefits which will accrue to our community by developing Pittsburgh as an aviation center.

The stock of this company is not being offered publicly, nor is there any dominating group of stockholders. Subscriptions have been accepted only from the business men and business organizations of the Pittsburgh district who will be satisfied to receive their immediate returns indirectly through the enhancement of the growth of the Pittsburgh industrial community, as the result of the more rapid strides of aviation development.

Through one of its subsidiary companies, the P.A.I.C. will enter the field of air transport embracing the carrying of mail, express and eventually passengers. Through its connections and contacts with Pittsburgh's large business organizations, it will attempt to build up the air mail from the Pittsburgh district.

A very definite policy in regard to air transportation has been adopted; namely, so to organize, develop, and control air transportation lines radiating from Pittsburgh as to be of real major importance in the national trunk line systems which must sooner or later eventualize if air transportation and air travel hold any promise for the future.

Another subsidiary will study and analyze vari-

ous companies engaged in the manufacture of aviation products and attempt to sift out those which can advantageously be located in the Pittsburgh district. Through still another subsidiary, the financing of such projects as may be brought into the Pittsburgh district will be arranged.

The Commissioners of Allegheny County and the Council of the City of Pittsburgh have set aside in excess of \$2,000,000 for an airport. P.A.I.C. proposes to help materially in pushing the airport along to a speedy completion.

Plans are being formulated for special student flying instructions in the coming Spring. Preliminary discussions have been held with the authorities of one of Pittsburgh's leading educational institutions, looking to the inauguration of a comprehensive ground school course as part of the regular scholastic schedule.

Another field of activity is being covered through the Aerial Survey subsidiary. The necessity of aerial survey maps has been demonstrated, as witness the growing demands from the Engineering Departments of cities, counties, public utilities, railroads, oil, mineral, and timber companies. Aerial cameras have been developed that cover as much as thirty-five square miles with a single exposure and with remarkable clarity.

We believe that the P.A.I.C. is unique not only in the aviation industry but in industry generally in that the leading business interests of a large American Community have come together on one great comprehensive plan for guiding and developing an industry. Aside from the benefits which will accrue to Pittsburgh from the development of the aviation industry here, the P.A.I.C. will give the City a great deal of favorable advertising throughout the country and probably bring to Pittsburgh industries other than in the field of aviation.

LINGERIE WAS DIFFERENT IN 1871—AND SO WERE BATHING SUITS

"Canton flannel drawers are usually made in Turkish fashion, with a band of embroidery buttoning around the ankle, and needlework muslin ruffles below. Drawers of fine wool flannel are worn inside muslin drawers for travelling on ship board."

"For the trousseau: A half dozen sets of the four principal undergarments, with flannel underskirt, corset covers and robe de chambre, may be had for one hundred dollars."—*Harper's Bazar*, 1871.

FASHIONABLE BATHING SUITS WORN IN 1871

"Seven or eight yards of twilled flannel will make the fashionable bathing suit of this season. Wiry morines and stiff serges are also popular. The kilt skirts, box pleated, trimmed with bands of alpaca, ruches and scallops and bound with braid, come well below the knees. They are somewhat heavy, but popular because they conceal the figure and are

especially becoming to slight ladies. Over this skirt the bathing suit has a polonaise, cut like a long sacque. The trousers are made quite full about the hips and are gathered into a buttoned band at the ankles."—*Godey's Ladies' Book*, 1871.

EDITOR'S NOTE

Should such an apparition as a bathing beauty, wearing the above-mentioned bathing suit appear floating on the waters at any fashionable resort today, it is quite probable that it would be taken for a trans-Atlantic dirigible in distress. But the amusement of the crowd upon learning the real nature of the large object in the water, would be as nothing compared to the horror of that genteel person, upon beholding the scant attire of the bathing beauties of today!

A PAGE OF NEWS ABOUT JUNIORS



Why did these girls smile at the birdie? Because they have recently been promoted from the Wrapping Force to better positions.

Left to Right—Standing

MISS LAURA NEWMAN, formerly Cashier in the Downstairs Shoe Department who is now a sales person in the same Department and likes it very much.

MISS JOSEPHINE MARDIS, formerly a wrapper in the House Furnishings Department, who has just recently been made a salesperson in the same Department.

MISS VIOLA KNORR, who was formerly at the Shoe Repair Desk is now filling a clerical position in the Auditing Department.

Left to Right—Sitting

MISS ANNA KLEIN, who was promoted from the position of Head Inspector on the Sixth Floor to a tracer in the Adjustment Bureau.

MISS DOLORES ALBRECHT, who was the sunshine of the Curtain Desk, is now a Cash Poster in the Credit Department.

Two other young ladies were to have been included in this group, but were absent account of illness. Miss Regina Hobbins, who was promoted from Cashier in the Housefurnishings Department to Salesperson in the same Department and Mrs. Marie Lawson, who has been made the Head Inspector on the Sixth Floor. We wish you much success, girls!

We are pleased to welcome the following new members to our junior Division. They were so efficient and faithful in their temporary positions, that after the holidays they were placed permanently in the Wrapping Force.

ROSELLA BACHMAN, Girls Dresses, Third Floor.

JEAN QUINT, Boys' Clothing, Third Floor.

BEATRICE VOLLMER, Infants Dept., Third Floor

GOLDYE FALADER, Shoe Department, Fifth Floor.

AGNES SPRATT, Central Wrap, Sixth Floor.

PATRICIA TOSNEY, Fancy Linens, Sixth Floor.

GERALDINE CORSELLA, Central Wrap, Sixth Floor.

MARIE REPACK, Central Wrap, Sixth Floor.

SARAH HUDSON, Central Wrap, Sixth Floor.

DIANA SHAPIRO, Central Wrap, Sixth Floor.

ELIZABETH TOTH, Curtain Dept., Ninth Floor.

MARY LOCKATON, Shoe Dept., D. S. Store.

ANNA DANCISON, Central Wrap, D. S. Store.

JOSEPHINE FISHER, Ladies Gowns, Fourth Floor.

Pauline Neihause and Mr. Urie, of the Seventh Floor Packing Room, are aspirants to honors in newspaper contests. So far Pauline seems to be in the lead, as she is anxiously waiting for the dollar prize. Mr. Urie is very industriously making Blot-Ohs, but he hasn't submitted a specimen of Blot-Oh art yet.

Dan Cupid has again invaded the ranks of the Wrapping Force and this time he stole Miss Florence Mock from our Ladies Gowns Desk. Miss Mock was married on December 19 and is now known as Mrs. John Sweeney. We are all anxious to see your new home, Florence, and wish you many years of happiness.

Helen Roberts has been transferred to the Central Wrapping Room in the Downstairs store and Philomena Pipilo is now at the Shoe Repair Desk. Good Luck, girls!

SECOND FLOOR NEWS

The Men's Clothing Department is to be congratulated on the handsome new cases they have recently installed.

Teddy Brown is away on account of illness. We wish him a speedy recovery.

We welcome back the popular Mr. Ainsworth who has been ill for some time.

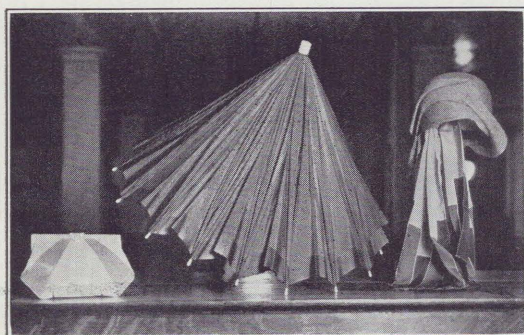
TOO HIGH POWERED FOR SAM

A Negro was whitewashing a fence. A passerby watched him for a while and asked, "Sam, why don't you get a brush with more bristles in it?"

"Wha' for?" replied the aged worker.

"Why, if you had a good brush you could do twice as much work."

"Yassah, but Ah ain't got twict as much wu'k to do!"



ANOTHER ENSEMBLE DISPLAY

On the ledge in the Bag Department, recently, there have been some excellent ensemble displays on which the Bag Department and the Display Department and Miss Broida are all to be contratulated.

WINTER

*The autumn days are over;
King Winter reigns supreme.
The snow on trees and hillsides
In the winter's sun doth gleam.*

*The stream that trickled merrily,
In coursing down the hill,
Has ceased its music for awhile.
Its voice is hushed and still.*

*The violets and bluebells,
That grew down in the glen,
Will sweetly sleep in Mother Earth
Till Spring wakes them again.*

*What artist on his canvas
Can Winter's beauty show—
When all the earth is mantled
In a cloak of pure white snow?*

*All too fleeting is the beauty!
Balmy Breezes soon will blow.
Then it is "Farewell, King Winter"
Spring is on the way, we know!*

VESTA HUHN, Pattern Dept.

GRANDMA'S MISTAKE

Johnnie (to new visitor)—"So you are my grandma, are you?"

Grandmother—"Yes, Johnnie, I'm your grandma on your father's side."

Johnnie—"Well, you're on the wrong side; you'll soon find that out."—Exchange.

LOYALTY

By HARRY JOHNSTON

Loyalty, I believe, is one of the greatest assets an employee in any business can have. With loyalty comes interest and with interest comes greater courtesy, and when we have interest and courtesy, then we certainly are more efficient in this business. Those who are loyal to the interests of the business, who are unfailingly courteous and unfailingly interested in the day's work and progress of the business, contribute much to the business, and incidentally reap real benefit themselves.

On the walls of one of the foremost banks in the country this phrase is written: "Ours is a business built on the confidence and good will of the public." That is undoubtedly true of any successful banking business. It is just as strikingly true of our business. Kaufmann's has risen from a small shop to the great institution which it is today because it has had in full measure the good will and confidence of the people whom it serves. Its future growth depends upon the continued good will and confidence which it shall inspire. And this, in turn, depends in large measure upon the loyalty and interest and courtesy of every employee. But, you ask, are there no other factors in the success of a business like ours? Of course there are. There is, first of all, the merchandise. It is our aim to have at all times the right merchandise at the right price. And Kaufmann employees can feel assured that this policy is carried out. Then there is the advertising. Our advertising is the voice of the store. It tells the public in a clear-cut, dignified and interesting way what we have to offer. Yes, our advertising represents the store and its policies in the right way.

But what good are merchandise and advertising, if the selling is not right? That is why we say that loyalty and interest and courtesy are essential to the success of the business. And that goes for every one in the organization, for we all serve Kaufmann's customers in one way or another.

KAUFMANN'S, SERVICE APPRECIATED
Pittsburgh, Penna.

GENTLEMEN:

I am in receipt of your explanation of my account and the charges thereon. In checking over same I find that your statement is correct and that the writer was wrong in thinking that you had neglected to give credit of \$2.00 when you made the charge for same on January bill.

While writing I wish to mention the very splendid service received at the hands of two of your employees in particular; your shopper, Mrs. Schreck and your Merchandise Man in women's hosiery on the first floor, Mr. Moffat. I found it necessary to return a pair of hose and was given most courteous treatment and Mrs. Schreck has been of service to me various times and has certainly taken care of everything most satisfactorily.

Yours very truly,
MRS. C. C. VANK.

SEVENTH FLOOR NEWS

We all extend our sympathy to Miss Rennekamp of the China Department, on the death of her father.

Our sympathy also goes out to Mr. Stein of our warehouse housefurnishings stock, on the death of his wife.

Santa was good this year in the distribution of sparklers. Miss Trainor, Miss Smith and Miss Lucas are the proud possessors.

Miss Hobbins and Miss Mardis have been promoted from cashiering to selling in Housefurnishings. They have our best wishes for their success.

We are glad to have Miss Hossler, Miss Heilman, Mr. Dickson and Mr. Hanna back with us after rather lengthy illnesses.

We are glad to announce the marked improvement of Mrs. Hanna, mother of R. J. Hanna of our Housefurnishings Department.

We have a new section in our Housefurnishings Department devoted to oil cloth, and sanitos for shelving, table cloths and luncheon sets. Gay plaids, modernistic prints, madras patterns are included! Step up and let us exhibit our wares to you!

"SOMETHING GOOD TO READ"

There is no frigate like a good book. It takes you all over the world, back through the centuries or into the inmost thoughts of great minds. While in a comfortable chair at home, or in the train or trolley, your mind can travel through distant lands and meet many fascinating and stimulating characters: There are many new books in the Employees' Library on the 13th floor.

The House of the Three Ganders—IRVING BACHELOR.

A very human story of a humble man's fight in a trial in a small Adirondack town. The people are real.

The Wanderer—ALAIN FOURNIER.

A story of quiet French village life, full of charm and pathos.

Stone Desert—HUGO WAST.

An interesting story of a girl in Spain and her romance.

This Side Idolatry—B. ROBERTS.

The story of Charles Dickens, the hardships he went through in childhood, his youth and his romance.

En Garde—SAMUEL MORSE.

A tale for every loyal lover of *The Three Musketeers*, of sword play, wit and romantic love. It opens in the tortuous little streets of seventeenth century Paris, and is full of journeys a horseback over white highways of France, intrigue, the fresh charm of springtime and the glamour of a past day.

A Little Clown Lost—B. BENEFIELD.

Romance, young love, a series of sacrifices, worldly complications, odd settings, a curious collection of characters—yet the quality of the story eludes the pen; it is "different."

Over the Boat-Side—MATHILDE EIKER.

A study of various aspects of married life, as seen in the marriage of Eltin Henderson, a hopeful playwright, and those of her family and friends.

Basquerie—MRS. ELEANOR M. KELLY.

The romantic experiences of an American girl among the Basques. Each chapter is a separate episode, the whole, a charming presentation of family and village life in one of the most picturesque parts of France.

Cock's Feather—MRS. KATHARINE N. BURT.

The story of David Cray, who assumed responsibility for his family at 16 and became such a patient burden-bearer that his own desires and aspirations were stifled.

Tide of Empire—PETER B. KYNE.

A story of California at the time of the Gold Rush. The hero is a young Irishman, Dermot D'Arcy, and the romance that of Dermot and the charming daughter of an old Spanish family.

The Hounds of God—SABATINI.

A story of England and Spain at the time of the Armada. The hero is a young Spanish grandee and the heroine is Lady Margaret, the daughter of the Earl of Garth. He becomes her prisoner in more ways than one.

Broken—RUBY M. AYRES.

Gile's younger brother, headstrong, impulsive, had taken his life because of a woman. Giles planned merciless punishment of the woman who had ruined his brother. Strange that he should have met her on his way to England and that they fell in love with each other. Step by step the problem is worked out. How were they to avert the bitterest of tragedies.

A Lantern in Her Hand—BESS STREETER ALDRICH.

Abbie Deal, strong, sensible, ambitious, "a born mother," lives to see her children and grandchildren do the things she had dreamed of doing before a little soddy-house on the Nebraska plain became her world. Love was the lantern which guided a victory in the long struggle against adversity.

My Brothe Jotathan—FRANCES BRETT YOUNG.

Jonathan, as a boy at home, as a medical student, and as a physician in a Black Country Mining town, steadfastly sacrifices his own desires and pleasures for his brilliant and attractive but unstable young brother.

The Bachelor of the Albany—MARMION SAVAGE.

A reprint of one of the best novels of bygone generations and which has not been available because of the extreme difficulty of procuring a copy. Now that it has been made accessible, it should make its way to fresh popularity by its literary merit and fictional interest.

Giant Killer—ELMER DAVIS.

A story of David, King of Israel, and of the men who surrounded him. Here is David, the man, not the legend, shown as the central figure in an heroic tale: poet, adventurer, schemer, statesman and lover of many women—by turns gentle and ruthless, indomitable and vacillating, but always the great man, and the great artist—he stands out—a figure of amazing vitality, portrayed without reverence but with complete understanding.

FIRST FLOOR NEWS

We are all very grateful to learn of the rapid improvement Mr. Hook is making. Taken suddenly ill on December 23rd, he was rushed to the Homeopathic Hospital, but he is well enough to be home now and we hope he will soon be back with us.

Miss Emma Rohr, of the Men's Neckwear Department, is a February bride. She will be Mrs. William Reich, and we wish her much happiness.

We all extend our best wishes for a speedy recovery to Miss Palena, of Toilet Goods, who has been ill since Christmas.

We welcome the young and lovely new-comers to the Toilet Goods Department—Miss Ritter, Miss Chambers and Miss Del Debbis.

We extend our sympathy to Miss Myrtle Donbrow on the recent death of her father.

The Jewelry Department extends a hearty welcome to the six new members of its staff: Miss Whalen, Miss Lee, Miss Newmeyer, Miss McCauley, Miss Osborne and Miss Potts.

Also, the Jewelry Department announces the acquisition of a popular sheik, by the name of James McConnell, stock boy.

The Jewelry Department is guessing the significance of the fact that three girls from that section received cedar chests for Christmas presents. So far Miss Moneypenny, Miss Diets and Miss Hune have no explanations to make.

We extend our sincere and loving sympathy to Miss Anne Betschart, of the Hosiery Department, on the recent death of her mother.

Miss Margaret Copp refuses to announce any date in explanation of the handsome ring she recently acquired.

Mrs. Ohls recently entertained Mr. and Mrs. Burkheim and Mrs. Haslets, of the Leather Goods Department. Mr. and Mrs. Ohls have a new home in Sheraden.

We extend our heartfelt sympathy to two of our fellow-workers in the Aisle Tables—Mrs. Macey and Mrs. Ruffalo, both of whom recently lost their mothers.

SH—H!

"I couldn't serve as a juror, judge. One look at that fellow convinces me he's guilty."

"Sh-h, that's the district attorney."

There are a few vacancies due to illness in the China Painting Class, held on Tuesday and Thursday evenings. Any one interested may see Miss Upperman in the Ladies' Coat Department.

A Scottish minister was on his usual rounds when he encountered one of his old friends.

"And how is the world treating you, Jock?" asked the minister.

"Very seldom!" replied Jock sadly.

LUNCH WISELY

By DR. ALICE ASSERSON

of the New York Tuberculosis and Health Association

Business men and women should consider their lunches particularly. In this age of hurry, they are apt to eat a very light lunch, hastily, in order to be off to keep an appointment or to do some shopping or to hasten back to work that is waiting at the office. This is bad for their health. It is bad for digestion to eat too hurriedly. Often food is not chewed properly and therefore is not thoroughly mixed with the saliva. This retards digestion. The psychological influence of a hurried feeling is a bad one and also affects digestion.

Food is fuel for the body, just as coal is for the engine. When a person is doing hard work, he needs a sufficient quantity of proper fuel to supply his body with energy and keep him fit in order to perform his work well. A piece of pie and a cup of coffee is neither sufficient in quality or quantity.

During the cold weather, it is a good thing to take something hot for lunch. Hot soup tastes good and is very nourishing. The soup should be served with rolls, whole wheat bread and butter or graham muffins.

Milk or hot chocolate contain more nourishment than either tea or coffee, and are much better than sweet milk shakes and fancy cold drinks that girls and young women are apt to take for lunch.

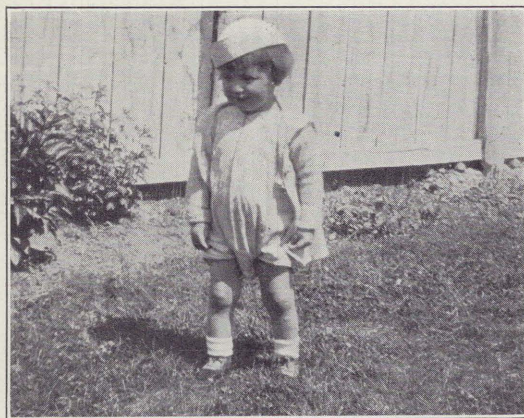
One of the very best kinds of luncheon is a vegetable one. Everyone should eat some raw vegetables and fruits every day. A salad for lunch is a fine way of getting them. It contains plenty of nourishment, and helps one to avoid eating too much meat—once a day is often enough for a person to eat meat.

Give a thought to your lunch, hereafter. Eat sufficiently of the right kind of food. Don't hurry. Enjoy your meal and your noon-hour. You will find that you are not only more healthy, but you are also more efficient for the afternoon's work.

The Tulip Room, on the 13th floor, offers balanced rations, tempting, tasty foods, in great variety—and at prices far less than commercial restaurants charge. Besides, it's pleasant, cheerful place to meet your friends and chat while you lunch.

GOOD WORK, EUGENE!

Mrs. E. J. Uhl, 156 Oakview Avenue, Edgewood called today to advise how she appreciated the courteous service of one of our Special Delivery Boys who delivered a Special Delivery Package to her home last Saturday. His name is Eugene Worth, and in the course of her conversation, Mrs. Uhl stated that this was just another reason why she found it a pleasure to shop with Kaufmann's.



Meet Master Earl Blackburn, Jr., son of Mr. Earl Blackburn, floorman on the Main Floor.

FEBRUARY

Wintry winds of February,
Snowy days of February
Make folks bluster round and balk,
Blame the Lord with grouchy talk;
Better if they'd clean their walk
And brace up through February.

Chilling winds of February,
Foggy days of February,
Other folks with cash to spare,
Failing health, perhaps declare
Sunny isles and balmy air
Tide them over February.

Bracing winds of February,
Snow clad hills of February,
Sunshine sparkling on the trees,
Glowing cheek and spanking breeze,
Good stout stick and skimming skis,
Through the fields in February.

Stormy days of February,
Longer days of February,
Rain clouds gather round the moon,
Higher climbs the sun at noon,
Spring is coming very soon,
Is the song of February.

A. G. G.

Reprinted from the MOHAWK RETAILER.

ENCOURAGING LETTERS

KAUFMANN'S,
Pittsburgh, Pa.,

GENTLEMEN:

A line of thanks for the speedy attention and adjustment you made on the broken tray. I am so glad that my favorite Pittsburgh store didn't fail me, even though I am so far away. Again thanking you, and wishing you and all your employees a Happy and Prosperous New Year, I am,

Very truly yours,
MRS. F. L. SAGE.

MANAGER:
Kaufmann's Dept. Store,
Pittsburgh, Pa.

DEAR SIR:

I wish to call your attention to the careful young fellow you have on the truck delivering goods to 823 E. Hutchinson Ave., Edgewood, Pa.

On account of a recent death in our home, our house is closed most of the time and it has been a very difficult matter to have deliveries made. He has been very careful about all the deliveries and seems to know the days there is some one at the house and will call on that day for any packages that are to be returned.

He seems to use more than the ordinary pains in making deliveries, which courtesy is very much appreciated.

Yours very truly,
AGNES M. McCUNE.

SIXTH FLOOR NEWS

The Ladies' Underwear Department extend their deepest sympathy to Mr. Hynes, whose mother passed away, Saturday, January 12.

Mrs. Sands, of the Petticoat Department, has been confined to her home for the past two weeks. We wish her a speedy recovery.

Miss Nell Reilly, of the Linen Damask Section, motored to Florida for a sojourn of six weeks. We all hope she has an enjoyable trip.

We all wish Miss Rodgers of the Underwear Department a speedy recovery and hope that she will be with us soon.

We are happy to have Miss Skillen with us again at our Service Desk.

BASKET BALL TEAM

Champions of First Half

Seven straight victories! That's all our Basketball Team did in the first half of the Commercial and Industrial League. Starting with a clean cut victory over Duquesne Light Co., who had been the champs, ending with a victory over Reliance Life, our boys walked right through all opposition. The K. O. boys' performance has been a treat for the many fans that watched it. Individual brilliancy and first class team work and the good old never-say-die spirit won us the title. Judging from the newspaper reports, our team could hold its own with professionals anywhere.

John "Law" Serbin, by the way, has passed his state board exam, and is now a full fledged attorney.

Ed Mansmann, basketball manager, is in West Penn Hospital, recovering from an appendicitis operation.

FORBES S. S. NEWS

By ALEX CONWAY, of Forbes Street, S. S.

Not every one can be wealthy, but all can enjoy the next best thing to wealth—credit. Credit is obtained by systematic payment of one's bills. This is a good habit as easy to form as not. Refusing to settle a legitimate debt, or neglecting to settle it promptly is a bad habit. The benefits that accrue to the person who pays promptly and earns the privilege of credit are a hundredfold. In a tight place, this person with his reputation for honesty and prompt payment finds many avenues open to him that are closed to the man with a reputation of being "slow pay." This applies to the person who borrows a street car token or a dime, the same as it does to the person who borrows from a bank; and it emphatically applies to the person who, when he makes a purchase, says, "Charge it." Yes, it pays to keep your credit good.

Recently there appeared on the time clock this notice: "Lost—Pocket knife with broken handle and one broken blade. Reward." Signed, Smith.

Twelve members of the garage staff awaited Mr. Smith that night to claim the reward. All had knives that answered the description, which they were willing to turn over for any old kind of reward.

A RARE KEY RING

Maxwell has key ring that is a reminder of Ye Olden Days. One side bears the inscription "Kaufmann's The Big Store." On the other side it says "Everything Under the Sun." Mac picked it up on one of the battle fields in the World War and values it for its rarity, also for sentimental reasons. Can you match it?

Frank Lowry, our tire man, is the latest acquisition to our Bowling League. He goes up every day for practice. To watch him work all day with a twenty-pound hammer, you'd think he needed some exercise. Like a letter carrier going for a walk on Sunday!

We congratulate all those who escaped the flu and those who had it and recovered. According to Yates and Maxwell, the first few days you're afraid you'll die and the next couple days you're afraid you'll not.

DENNISON PAPER EXHIBIT

The Auditorium was transformed into a vision of loveliness, for the annual Dennison Paper Exhibit. Art and patience and good hard work achieved an effect that surpassed anything ever attempted for this event. Miss Marie Krobaugh, of the Dennison Paper Department, and Archie Greiner and his crew of decorators deserve much credit. William Frey and Kenneth Shinn and Conrad have received many compliments on the strikingly lovely and original effects which they got with colored papers. The striking red and white which shrouded the big chandeliers delighted every visitor, and many exclaimed, when they saw the window treatments, "Can this be paper?"

BOWLING LEAGUE

| | Games | Average | | Games | Average |
|---------------|-------|---------|-----------------|-------|---------|
| 1. Weiland | 42 | 149-18 | 24. Burton | 21 | 113-16 |
| 2. Haight | 41 | 145 | 25. Brautigam | 33 | 113-5 |
| 3. Platanio | 9 | 140-1 | 26. McDonald | 27 | 111-6 |
| 4. Linder | 27 | 137 | 27. Stitzell | 17 | 107-13 |
| 5. Zembler | 40 | 135-33 | 28. Meyers | 42 | 107-5 |
| 6. Patton | 36 | 134-7 | 29. Steding | 36 | 105-11 |
| 7. Vitalli | 18 | 133-8 | 30. Hare | 33 | 104-24 |
| 8. Beach | 32 | 131-18 | 31. Ertle | 20 | 104-14 |
| 9. Falina | 42 | 128-14 | 32. Stepanovich | 35 | 103-19 |
| 10. Eskovitz | 27 | 128-7 | 33. Grigsby | 33 | 103-18 |
| 11. Stevens | 39 | 127-5 | 34. Boggs | 39 | 100 |
| 12. Drake | 35 | 124-8 | 35. Kravets | 42 | 99-29 |
| 13. Robson | 33 | 123-26 | 36. Ruffalo | 18 | 99-16 |
| 14. Mansman | 20 | 122-18 | 37. Woods | 15 | 98-5 |
| 15. Kennedy | 38 | 122-4 | 38. Smith | 16 | 97-4 |
| 16. Rosenberg | 21 | 121-15 | 39. Thiery | 30 | 95-23 |
| 17. Roth | 39 | 121-10 | 40. Zahniser | 19 | 95-4 |
| 18. Heilman | 24 | 118-20 | 41. Lhoto | 24 | 95-19 |
| 19. McGoey | 26 | 118-5 | 42. Cain | 33 | 93-21 |
| 20. McNamee | 36 | 118-2 | 43. J. Weiland | 27 | 92-21 |
| 21. Hook | 30 | 116 | 44. Simon | 18 | 80-7 |
| 22. Boehm | 21 | 115-16 | 45. Cole | 12 | 76-2 |
| 23. Follet | 38 | 113-24 | 46. Paley | 12 | 59-6 |

| | Won | Lost | | Won | Lost |
|------------------------|--------------|------|---------------------|------|------|
| Clarkson's Budgets | 33 | 9 | Wolf's Cavaliers | 17 | 25 |
| E. J.'s Ponies | 30 | 12 | O.M.'s Blue Ribbons | 15 | 27 |
| Traub's Submarines | 27 | 15 | Paley's Pills | 15 | 27 |
| Silver's Orientals | 21 | 21 | Solomon's Plus Six | 10 | 32 |
| High Team Score, | One Game, | | Clarkson's Budgets, | 674 | |
| High Team Score, | Three Games, | | Clarkson's Budgets, | 1813 | |
| High Individual Score, | One Game, | | Patton, | 227 | |
| High Individual Score, | Three Games, | | Weiland, | 556 | |

We welcome a new department on the Main Floor—the Battle Creek Health Food Department. It is an interesting department, for the various foods and package goods all have a dietetic value and Miss Anne Hammerand, in charge of the section, can tell you all about every item in stock. Miss Hammerand, in fact, combines selling ability with a dietician's special knowledge. She is just as interested in extending her services to fellow workman as to outside customers. She wishes to say to you all that she welcomes those who come "just to look" and ask questions, for she knows she can give you helpful suggestions about improving your health through wholesome Battle Creek Foods.

ONCE

Mike: "Did ye ever speak before a large audience, Pat?"

Pat: "Fairly large, I did."

Mike: "And what did you say?"

Pat: "Not guilty."

NO WASTE

"The average woman has a vocabulary of only 800 words." It is a small stock, but think of the turnover.

ONCE WAS ENOUGH

"I often wondered why the English were tea drinkers."

"Yes."

"Yep, but I know now. I had some of their coffee."—Punch Bowl.

AND HE WAS RIGHT

A certain officer was in a bad humor. His superior had just "called him" about the condition of his troops. So he tried to pass it on down the line. In a gruff voice he bawled out, "Not a man in this division will be given liberty today."

At that a disgusted voice from the rear said, "Give me liberty or give me death."

"Who said that?" demanded the angry officer.

Voice from the rear—"Patrick Henry!"—Exchange.

DOWNSTAIRS STORE PERSONALS

Diamond rings seemed to have blossomed on Christmas trees this year. Miss Charney from Boys' Wash Suits, Miss Josephson from Mr. Traub's Office and Miss Martin from Infants' Wear, is each wearing a sparkler.

We are very sorry to lose Miss Charney so soon, but we wish her luck and happiness in her married life.

We are very glad to have Miss Small back with us and hope her mother's health has improved.

Miss Fleming, formerly of Infants' Wear, is married and living in Chicago. We wish her luck and happiness.

The Downstairs Store extends sincere sympathy to Mr. R. Atwell, buyer of Wash Goods, upon the death of his daughter, Ruth, who died of pneumonia on New Year's day.

Laura Newman, formerly cashier in the Shoe Desk, was promoted to a selling position in the Shoe Department, the first of the year.

The Shoe Department welcomes Mr. Stravinsky as their new Section Manager. He was formerly on the sixth floor.

Miss Norris, of Miss Meyers' office, has been seriously ill with pneumonia. We all hope for her speedy recovery and will welcome her back.

Miss Nieman of the Dress Department visited her mother in Nelsonville, Ohio.

Miss Leppla, a newcomer in the Men's Furnishings Department, has been ill for several weeks. We hope she will soon be with us again.

Mrs. Farenhold is back again, having been out sick since Christmas. Miss Bliswick, formerly of the Millinery workroom, is back again, having made a nice recovery from a recent operation.

THIRD FLOOR NEWS

Angey Cokinas has a new sparkler. We think it will be a June wedding.

Adelaide Morgan, formerly of the Toy Department, was married to Mr. Mark Acore.

Daisy Hiliiah, we are glad to say, is back at work after an illness of three weeks.

The Boys' Furnishings Department extend their sympathy to Mrs. Helen Crissman on the recent death of her father, Mr. W. Forsyth; also, to Miss Cecelia Demmel, on the death of her sister.

Miss Quinn, of Children's Shoes, has returned to work after being absent on account of illness.

The Children's Shoe Department extend their sympathy to Miss Repsey on the death of her brother-in-law.

Mr. and Mrs. Srolovitz, of the Boys' Clothing Department, are spending the winter at Miami, Florida. We hope they will enjoy their stay and feel very much benefited by the change.

Mr. John Horne, has recently returned from a three weeks trip to Florida, where he went to recuperate from a severe attack of the "Flu." He looks fine and we hope the "Flu" germ has fled forever.

Mr. Matz was taken seriously ill with congestion of the lungs on Thursday, January 17. For a few days anxiety was felt but since then he has been improving rapidly.

Mr. and Mrs. West spent the week-end of January 19 at Atlantic City and by the nice coat of tan on his face, we think Mr. West had a good time.

The Infants' Department welcomed back Miss Weber and Miss Arras after their illness during the Holiday season.

We would like all fellow-workers to visit our enlarged infants' Furniture Department and new nursery.

Miss Piper and Miss Burns are each wearing a diamond on that certain finger.

We think the Good Will Club had better get ready for another luncheon.

FOURTH FLOOR NEWS

Let us introduce to you our new buyer, Miss O'Brien of the Ladies' Gowns. We all like her a lot and hope she likes us half as well.

We are all happy to announce Mr. Marshall's recovery and return to the Gown Department. The very large lady whose fall on the escalator caused Mr. Marshall's sprained back, escaped injury, but Mr. Marshall was not so fortunate.

Miss Loeffler, of our Inexpensive Gowns, has been absent on account of illness. We hope she will be well soon.

Miss Sullivan, of our Sports Shop, has resigned to take care of the two small children of a sister who died a few weeks ago. We shall all miss her.

We all extend our sympathy to Miss Dugan of the Fur Shop on the death of her mother, and to Miss Donnelly and Mrs. Coombs of the Ladies' Coats, on the death of their sisters.

Mrs. Bond, buyer of Ladies' Coats, is also buying for Ladies' and Misses' Suits.

We are happy to announce the promotion of Mrs. Lepper from the position of salesperson in Ladies' Coats to assistant in Suits.

NEWS FROM ACROSS THE FOND

Judge Bachmaier has returned after having served two weeks on the Jury.

Al Stenger is getting up a petition to have WCAE moved again as it interferes with his reception.

Bill Patterson has 'some' Radio. He gets eight local stations.

The Radio Commission of N.S.S.S. meets every day at noon. Art Hayes is Chairman.

We will have Six Weeks fair weather, since Henry Fieraben, the Swiss Yodeler, saw his shadow.

The 'shixees' has better look out now that Izzy has his Essex running again.

Since Carl moved into his new boarding house, he is taking on weight. Alma says that Carl is the star boarder.

Little Anne still makes as much noise as ever, especially in the lunch room.

Did you ever see our Al in his soldier's uniform? Boy, what a man he makes. No wonder Mr. Spencer has him, he's a darn good body guard.

We welcome Anna Rowland to our shop. We hope she likes us and becomes a member of our happy 'family.'

On February 4th, Mr. Brush of the North Side Return Goods was seen cleaning the hold room and arranging boxes in the paper room. It was learned later that Eddy is preparing for a wedding, but what has paper boxes and a hold room got to do with a "Mrs." We hear Edward calls the lucky one "57."

Tom Foley, of the Receiving Department, Kaufmanns' eminent basket ball player, is a big handsome brute according to Bill and Charley of the same department. Any day at lunch time you may see Tom punching little Willie. "Poor Punch-anillo."

Mr. Beardsley, outside of Punny, thinks he is just about it since he purchased those new Harold Lloyd glasses. Ray looks like an Englishman as he says, "Chawmed, I'm sure."

Johnny Coyle and Si Mary, Kaufmanns' twins are our chief chewers and setters. To Johnny we recommend an extra bowl of soup to increase his strength for pulling up the doors in the morning, and, Si we suggest that you eat more, too.

We understand that Doc Bottorf undertook to paint a floor in his home recently. He started at the door and painted himself into a corner, and they do tell it was necessary for him to send out an S O S and get a gang plank to get out.

Any one know the breed of that humpy young camel of a dog Gus Urschler has. Looks a lot like a camel, anyway!

We are mighty glad that Conroy, Whitey Welty's helper is getting better. Hope to see him back with us soon—and we hope hereafter Whitey won't stand on his helper's feet, but will stand on his own.

No, girls, as far as we know, Aleck Wassel isn't married yet.

We understand that Anthony, of the Fixture Shop, is training for a Marathon Runner.

The Linoleum Department has two star comedians, known as Eko and Iko, alias Miller and Carlin.

Overheard on McCarthy's palatial car (elevator number 1)—

President Kraus: "Say, Jimmie, know why Dave McConnell doesn't wear rubbers?"

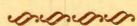
Jimmie Ward: "No, Why?"

Kraus: "Because they give."

We are glad to hear that Mrs. Albert Metzger, formerly Isabel Tracy, of the Receiving Department, is recovering from an illness.

PROGRESSIVE RETAILING COURSE

Opens March 4th



Are you going to help Kaufmann's win the Charter's Trophy this year. It will again be awarded on the basis of percentage of attendance in the classes. You will want to join some of the new study courses which will be held in three of the downtown stores—Gimbel Brothers, Joseph Horne Company and Kaufmann's—similar to last year's plan.

There will be no opportunity to go from store to store, as the classes will be run on the same schedule as last year—beginning at seven and eight exactly, and with only ten minutes between periods.

Many Interesting New Courses

There are many new courses being offered this year. In fact, there are so many interesting ones that it will be difficult for you to choose just two.

The Training Department will bring further particulars to you in your Departments. This advance notice is given that you may begin now to "budget your time" and make your plans to give Monday evenings from March 4 to April 22 to Progressive Retailing.

Banquet April 29

Attendance at the banquet, which will be held on APRIL 29, will be limited to those who were present at not less than six of the eight meetings of the course. Because of the limitations, there can be no visiting at other classes this year. Space will be taken up by enrolled members and visitors cannot be accommodated. No credit for attendance will be given unless a ticket is deposited at the door.

Coming Soon ~

Fourth Annual Production of

THE KAUFMANN PLAYERS

in

A Musical Revue

Two Acts

Twenty-four Scenes

Devised and Staged by

JOHN MURRAY ANDERSON

One Whole Week — April 22 to 28
Nixon Theater

Plan Your Theater Parties Now—Buy Tickets Early

The SRO Sign Will Be Out Every Night!